

CRITIQUE

GIVING FEEDBACK

Clear

Everyone knows exactly what you are talking about

Concise

Get to your point, no feedback sandwiches

Constructive

Promotes improvement and development

Actionable

Clear next steps

SET THE STAGE

Clearly state the project goals

State your assumptions

Explain any unknowns

Present relevant research or other feedback already gathered

Ask for what you want

GIVING CRITIQUE

Remember you are critiquing the work, not the person

Focus on what is **working** and what is **not working**

Be specific, be helpful

Start with the basics:

Information architecture, hierarchy, contrast, harmony, color, texture

Leave no stone unturned

Ask a *lot* of questions

Questions will help provide context and rationale for design decisions

GIVING CRITIQUE

Avoid personal preferences

Always refer back to the project goals and target audience

Use the whiteboard to clarify

Offer suggestions

Within reason, remember you're not the designer

RECEIVING CRITIQUE

Remember they are critiquing your work, not you

Take feedback in stride

Come prepared with project goals, assumptions, research and what you want feedback on

Be prepared to defend your design decisions

Take notes on everything

There are no right or wrong answers

QUESTIONS?